

UP in the Air

2.68 to 1

GSP Benefit

A new film by Paramount Pictures is Missouri's latest investment in the state's growing film industry. This film from Jason Reitman, the Oscar® nominated director of "Juno," is a dramatic comedy starring Oscar® winner George Clooney as Ryan Bingham, a corporate downsizing expert whose cherished life on the road is threatened just as he is on the cusp of reaching ten million frequent flyer miles and after he's met the frequent-traveler woman of his dreams.

The state's aggressive increase in the annual film tax credit cap to just over \$4 million grabbed Hollywood's attention and allowed this highly visible, critically acclaimed motion picture to be shot in and around the St. Louis area.

Missouri can boast exceptional benefits from this venture. Film production crews infused nearly \$12 million into a diverse range of Missouri businesses. The resulting increase to Gross State Product (GSP) is 2.68 times the state investment of \$4 million. In addition, the project employed an annual full time equivalent of 226 people; providing a welcome boost to personal incomes in the region by more than \$5.3 million in an area hard hit by the recession.

Missouri was the first state to establish a Film Tax Credit, and the success since has truly gone Up ↑

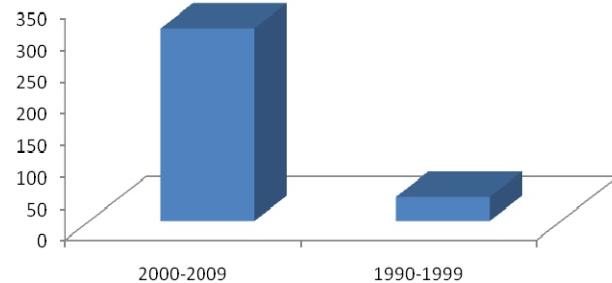
↑ 8 times

The Number of Films over the last decade.

↑ 3 times

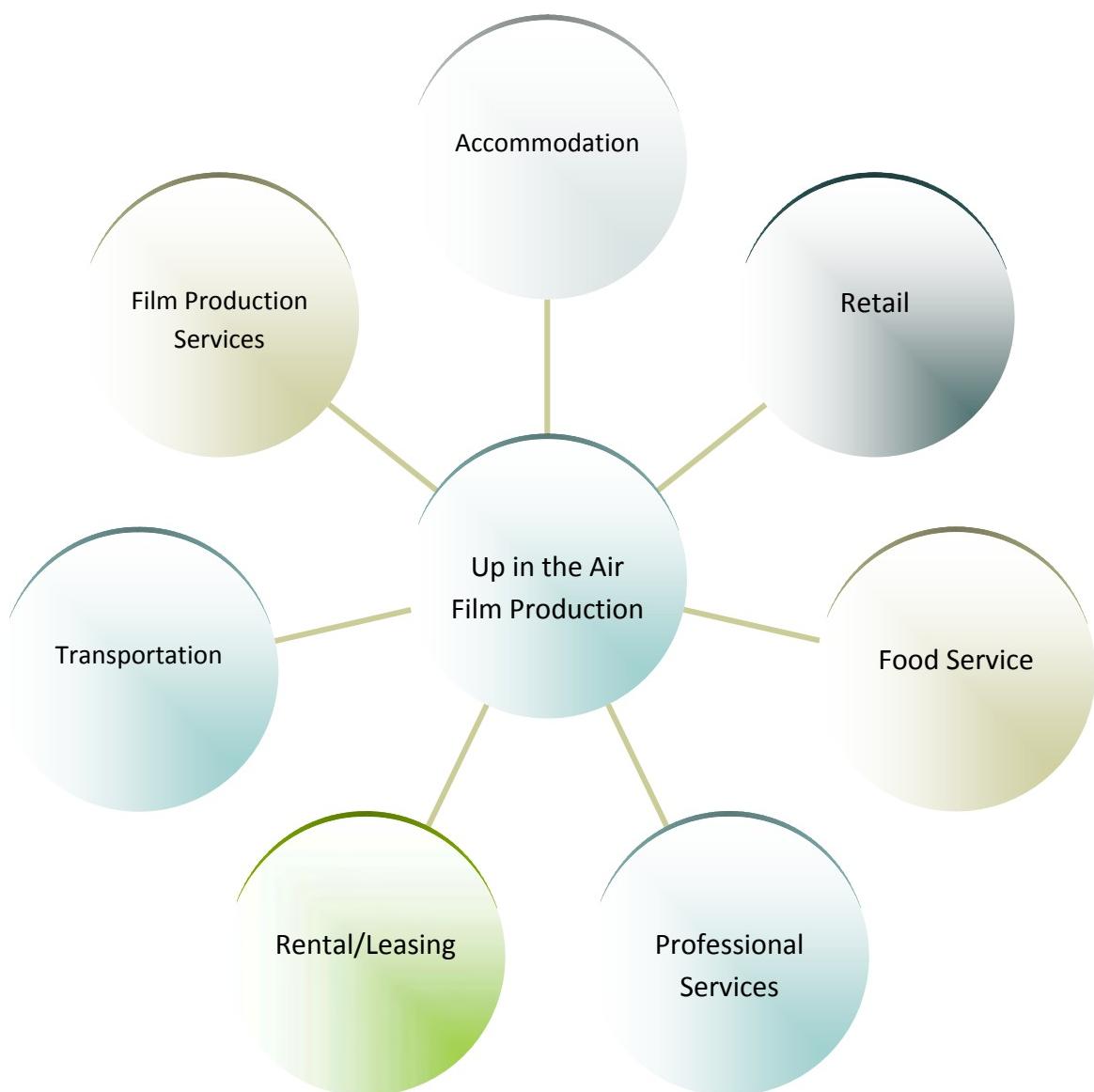
The National Average Annual Growth for film productions over the last decade.

Missouri Film Projects 1990-2009



Paying It Forward

Industries benefitting from the nearly \$12 million dollar infusion from *Up in the Air* included film production services, retail, rental/leasing, accommodation, transportation, food service, and professional technical services such as accounting/payroll, legal, and banking services.



On Location

Principle photography for *Up in the Air* took place at 21 separate locations throughout the St. Louis metro area involving over 140 scenes.

Locations capturing the highest visibility in the film with over 10 scenes shot at each place included Lambert-St. Louis International Airport, the General America Building-Market Street, Hilton-St. Louis Airport, Renaissance Hotel-St. Louis Airport and the Cheshire Lodge and Inn.



Celebrity Site

Lambert-St. Louis International Airport has become the hip spot for film shoots over the last few years hosting Tim Robbins in *The Lucky Ones*, Matt Damon in *The Informant*, and most recently George Clooney in *Up in the Air*.

U.S. Film Production

Missouri's recent cap increase to the Film Production Credit has bolstered both the quality of films recruited (*Up in the Air*) and helped increase the number of films produced in the state to 67 in 2009. In the five years prior to the cap increase, an average of 39 films per year was produced in Missouri. The current three year average for Missouri is 51 films, closer to the median of states number of 55. However, the overall average annual film production for states is 121 films. Based on preliminary research of film program results, an estimated \$13 million cap would be required to double Missouri film production and position the state to be in-line or above the national average, while also allowing a greater opportunity to recruit big budget, highly visible films.

